REFERENCES & BIBLIOGRAPHY

1. **Peter Elsner, Howard Maibach [2000],** Cosmeceuticals, drugs v/s Cosmetics, ISBN 082470305-7.
2. **Tom Blackettand, Rebecca Robbins [2001],** Brand Medicine, The role of branding in the pharmaceutical industry, ISBN 978-1-611-214-2 ebook.
3. **Ernst R. Berndt et al [2003],** The Long Shadow of Patent Expiration Generic Entry and Rx-to-OTC Switches, ISBN: 0-226-23965-9 ebook
4. **World Health Organization [2007]**, Quality assurance of pharmaceuticals: A compendium of guidelines and related materials, ISBN 92 4 154708 1 / ISBN 978 92 4 154708 6
5. **Rajesh Uttam Kanthe [2010],** Self Medication, Doctor and Marketing of OTC Products, ISSN 2229 – 3795
6. **Sonam Jain et al [2011],** Concept of Self Medication: A Review, ISSN 0976 – 3333
7. **Dana Costea et al [2012],** Is Advertising Effective or Not? Evidence from the Pharmaceutical Market, ISSN: 0971-1023
8. **V K Gupta et al [2012],** Assessment of Awareness and Attitudes towards Over-the-Counter (OTC) Drugs amongst Urban Population: A Questionnaire Based Study, ISSN: 0975-8585
9. **Anoop Paruchuri et al [2013],** Drug Regulatory Status Assignment Criteria: A Contrast Among 2 Countries, ISSN: 0975-8232
10. **Dr. Rahul Parakh et al [2013],** Self -medication practice among engineering students in an engineering college in North India, ISSN 2230-480X
11. **Jayshree S. Dawane et al [2013],** Parents' Knowledge, Attitude and Perception about the commonly used Drugs and their Adverse Drug Reactions in Children, ISSN 0975-6299
12. **Md. Yaqub Khan et al [2013],** A Review on Marketing of OTC Drugs, ISSN: 2230-4818
13. **A Hamil and S Sam Santhosh [2014],** Swot Analysis on Retail Medical Trade, ISSN(E): 2321-8851; ISSN(P): 2347-4580

14. Olusegun Akinyandenu, Adeniyi Akinyandenu [2014], irrational use and non-prescription sale of antibiotics in Nigeria: A need for change**,** ISSN 2320-4818

15. Amit Dwivedi [2015], Opportunities and Challenges to Indian Pharma Industry with special reference to OTC Drug Market, ISSN:2349-7637 (Online)

16. Amit Dwivedi [2015], Opportunities and Challenges to Indian Pharma Industry with special reference to OTC Drug Market, ISSN: 2349-7637(Online)

17. Aritra Ghosh et al [2015], A Study on Knowledge and Practices of Over the Counter Medications among 2nd year Medical Students, ISSN 2278 – 4357

18. Hasitha Diana Manohar and Hansa Lysander Manohar [2015], Impact of Knowledge and Attitude on Practices of Over the Counter Medications, No ISSN

19. Rafik Karaman [2015], Commonly Used Drugs - Uses, Side Effects, Bioavailability & Approaches to Improve it, ISBN: 978-1-63463-828-9

20. Rekha MS et al [2015], A Study on Use of Over the Counter Drugs among 1st Year Medical Students in a Tertiary Care Teaching Hospital, e-ISSN:2322-0139 / p-ISSN: 2322-0120

21. Scott Koslow [2015], Understanding Consumers' Use and Attitudes towards OTC Medicines, Vitamins, Minerals and Supplements, ISBN 978-1-74138-424-6

22. Cinzia Panero & Luca Persico [2016], Attitudes Toward and Use of Over-The-Counter Medications among Teenagers: Evidence from an Italian Study, ISSN 1918-719 and E-ISSN 1918-7203

23. Malak M. Khalifeh et al [2016], Self-medications with potential abuse in the Middle East: A systematic literature review, Print ISSN: 2319-2003 and Online ISSN: 2279-0780

24. Ravi Shankar et al [2016], Labeling of OTC Drugs in India: Dilemma Whether Pharmacy Centred or Patient Centred, No ISSN

25. Richa Bhardwaj et al [2016], Analysis of self medication practice among medical undergraduates: a study in tertiary care teaching hospital, Bareilly, Print ISSN: 2319-2003 | Online ISSN: 2279-0780

26. Robert V Lalengtluanga et al [2016], A Study on Self-medication Practice among Nursing, Pharmacy and Management Students in a Private Institution, ISSN NO: 2231-6876

27. Rudaina Othman Yousif [2016], The Factors Affecting on Decision Making to Purchase Medications without a Prescription, ISSN(P): 2249-6939; ISSN(E): 2249-8044

28. Abhishek Dadhich, Dr. Kavaldeep Dixit [2017], Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City, ISSN -2347-5005

29. Arman Latifi et al [2017], Prevalence and associated factors of self-medication among the college students in Tehran, ISSN 2231-3354

30. Arora TK et al [2017], A Review of Pharmacovigilance and Rational use of Drugs, ISSN: 2321-9009

31. Dnyanesh Limaye et al [2017], A Systematic Review of the Literature to Assess Self medication Practices, No ISSN

32. Parinaz Amirimoghadam et al [2017], Evaluation and awareness of over the counter use of non-steroidal anti-inflammatory drugs, ISSN 2231-3354

33. Renu Chauhan [2017], A study of the Prevalence, Pattern, and Perception of Self Medication among Medical Students in North India, ISSN (Online): 2393-915X; (Print): 2454-7379

34. Sharanya Sankaran Kartha et al [2017], Switching Drugs from Rx to OTC status – A Regulatory Perspective, No ISSN

35. Umar Farooq Gohar et al [2017], Self-Medication Trends in Children by their Parents, ISSN: 2329-6631

36. Abinash Panda et al [2018], Predictors of over-the-counter medication: A cross sectional Indian study, No ISSN

37. Cosima Bauer and Uwe May [2018], Potentials and Opportunities for OTC-Switches in Austria, ISBN 978-3-85200-253-8

38. Pranali Kulkarni et al [2018], Global Scenario of Self Medication: A Review of Literature, ISSN: 2249-0310 and EISSN: 2229-5674

39. Thomas Mageto and Allan Zablon [2018], Modeling Self Medication Risk Factors (A Case Study of Kiambu County, Kenya), ISSN: 2326-8999 (Print); ISSN: 2326-9006 (Online)

40. Uppu Bharathi et al [2018], A Comparative Study on Awareness of Usage of Over the Counter Drugs among III and V Semester Medical Students in a Tertiary Care Teaching Hospital, e-ISSN: 2279-0853, p-ISSN: 2279-0861., P-ISSN: 2279-0861.